

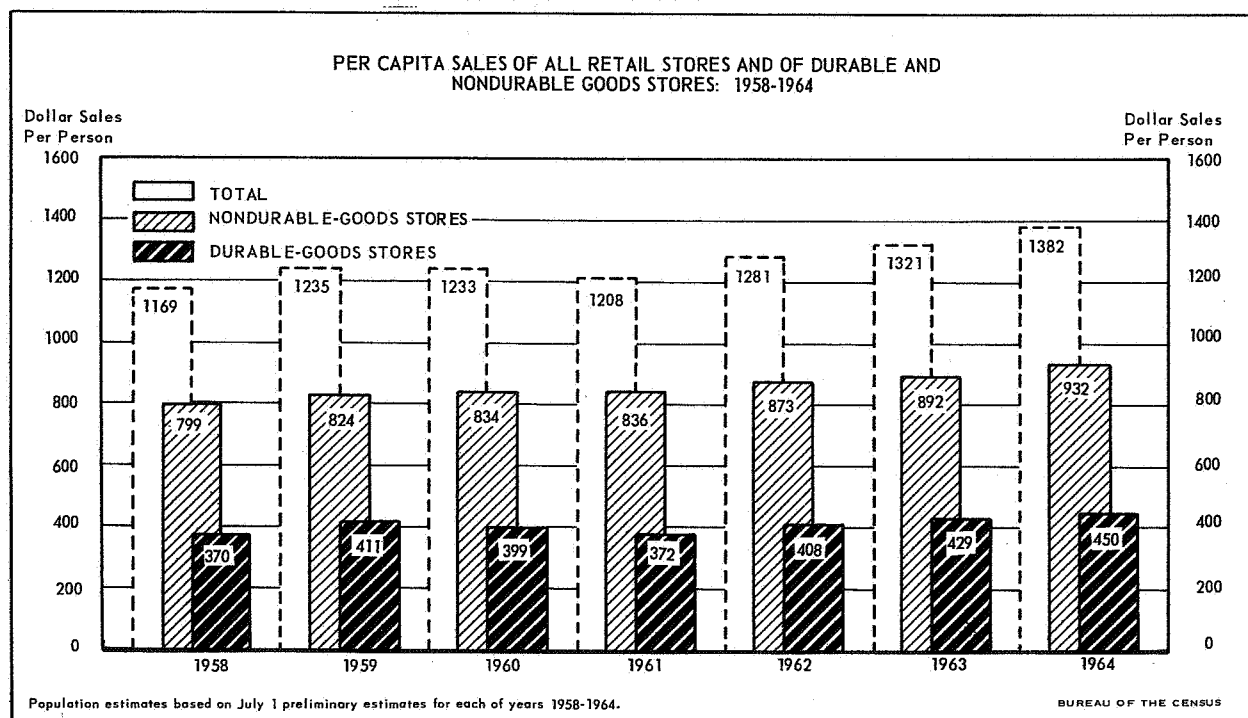


## ANNUAL SALES, YEAR-END INVENTORIES AND ACCOUNTS RECEIVABLE OF RETAIL STORES, BY KIND OF BUSINESS

**SALES** United States  
Regions and Geographic Divisions  
Selected Large States and Standard Metropolitan Statistical Areas

**INVENTORIES** United States  
Sales-Inventory Ratios  
Merchandise Inventories

**ACCOUNTS  
RECEIVABLE** United States  
Charge Account Balances  
Installment Account Balances



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## BUREAU OF THE CENSUS

A. ROSS ECKLER, Acting Director  
HOWARD C. GRIEVES, Assistant Director

### BUSINESS DIVISION

HARVEY KAILIN, Chief

\* \* \*

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This report was prepared in the Business Division under the general direction of Paul Shapiro, Assistant Division Chief, Current Programs. Work was carried out under the supervision of Caesar Hill, Chief, Area Sample Surveys Branch, by Sol D. Helfand, Conrad L. Alexander, and John A. Barna. Staff assistance was provided by Max Shor, Assistant Division Chief, Staff and Special Projects and Ralph Woodruff, Assistant Division Chief, Research and Methodology.

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## ANNUAL SALES

Year-to-Year ComparisonSales of All Retail Stores

Sales of all retail stores in the United States totaled \$262 billion in 1964, an increase of 6 percent over total 1963 sales. Annual sales of durable-goods and nondurable-goods stores increased 6 percent over the previous year.

All major kind-of-business groups showed percentage increases in comparison with 1963 levels, with the largest increase (13 percent) reported by the furniture and appliance group. Other increases in the durable-goods category were reported by the automotive group (6 percent) and the lumber, building, hardware, farm equipment group (1 percent). In the nondurable-goods category, 1964 sales in the general merchandise group were 11 percent above the 1963 level. Gains were also shown by eating and drinking places (+7 percent), the food group (+5 percent), and the apparel group (+8 percent). Liquor stores, gasoline service stations, and drug and proprietary stores all followed the general

upward trend, each showing a sales increase of 5 percent over the previous year.

Sales of Multiunit Organizations

Annual sales of organizations operating 11 or more retail stores showed an increase of 8 percent over 1963 for all kinds of business combined. This increase in 1964 sales of multiunit organizations is reflected in both the durable and nondurable-goods stores. A sales gain of 13 percent over 1963 was shown by durable-goods stores, and sales of nondurable-goods stores increased 8 percent over the previous year. Compared with 1963, sales of all major kind-of-business groups showed increases. Multiunit organizations in the eating and drinking category reported the largest sales increase--15 percent, accompanied by increases in the general merchandise group and furniture and appliance group of 12 percent each. The apparel group sales were up 9 percent and the food group sales were up 5 percent. Drug and proprietary stores reported a sales increase of 10 percent, and liquor stores a gain of 5 percent.

Table 1.--ESTIMATED SALES OF ALL RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: 1964 AND 1963

(Millions of dollars)

Kind of business	1964	1963	Percent change	Kind of business	1964	1963	Percent change
All kinds of business, total <sup>1</sup> .....	261,630	246,435	+6	Furniture and appliance group .....	13,093	11,612	+13
Durable-goods stores, total.....	85,116	80,098	+6	Furniture, home furnishings stores.....	8,462	7,465	+13
Nondurable-goods stores, total.....	176,514	166,337	+6	Furniture stores.....	6,198	5,456	+14
Food group <sup>1</sup> .....	62,191	59,143	+5	Household appliance, TV, radio stores.....	4,631	4,147	+12
Grocery stores.....	56,273	53,551	+5	Household appliance dealers.....	3,334	3,048	+9
Meat markets.....	1,500	1,510	-1	Lumber, building, hardware, farm equipment group <sup>1</sup> .....	15,634	15,528	+1
Bakery products stores.....	1,134	1,102	+3	Lumber yards, building materials dealers <sup>4</sup> ..	8,861	8,919	-1
Eating and drinking places .....	19,401	18,071	+7	Lumber yards.....	5,857	6,006	-2
Eating places.....	13,809	12,609	+10	Hardware stores.....	2,783	2,647	+5
Restaurants, cafeterias, lunchrooms.....	11,265	10,333	+9	Automotive group .....	48,491	45,959	+6
Drinking places.....	5,592	5,462	+2	Passenger car, other automotive dealers...	45,606	43,197	+6
General merchandise group <sup>1</sup> .....	31,721	28,660	+11	Passenger car dealers <sup>5</sup> .....	44,049	41,739	+6
Department stores and dry goods, general merchandise stores.....	22,940	20,612	+11	Passenger car dealers (franchised)....	40,555	38,211	+6
Department stores.....	18,631	16,683	+12	Tire, battery, accessory dealers.....	2,885	2,762	+4
Variety stores.....	5,169	4,625	+12	Gasoline service stations.....	20,295	19,365	+5
Mail order houses (department store mdse.)	2,340	2,124	+10	Drug and proprietary stores .....	8,585	8,175	+5
Apparel group <sup>1</sup> .....	15,567	14,460	+8	Drug stores.....	8,263	7,897	+5
Men's, boys' wear stores <sup>2</sup> .....	3,028	2,786	+9	Liquor stores.....	5,959	5,659	+5
Men's, boys' clothing, furnishings stores	2,943	2,704	+9				
Women's apparel, accessory stores <sup>3</sup> .....	6,115	5,593	+9				
Women's ready-to-wear stores.....	5,322	4,921	+8				
Family clothing stores.....	3,070	2,925	+5				
Shoe stores.....	2,633	2,487	+6				

Note: Measures of sampling variability are provided on page 16.

<sup>1</sup> Revised.

<sup>2</sup> Includes data for kinds of business not shown separately.

<sup>3</sup> Includes men's, boys' clothing, furnishings stores and custom tailors.

<sup>4</sup> Includes women's ready-to-wear, other apparel, accessory, specialty shops; and furriers.

<sup>5</sup> Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.

<sup>6</sup> Includes both franchised and nonfranchised car dealers.

Table 2.--ESTIMATED SALES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES (GROUP II STORES)  
IN THE UNITED STATES, BY KIND OF BUSINESS: 1964 AND 1963

(Millions of dollars)

Kind of business	1964	1963	Percent change	Kind of business	1964	1963	Percent change
All kinds of business, total <sup>1</sup> .....	63,191	58,280	+8	Apparel group <sup>1</sup> .....	4,145	3,796	+9
Durable-goods stores, total.....	5,032	4,469	+13	Men's, boys' wear stores <sup>2</sup> .....	387	355	+9
Nondurable-goods stores, total.....	58,159	53,811	+8	Women's apparel, accessory stores <sup>3</sup> .....	1,757	1,607	+9
Food group.....	25,634	24,357	+5	Women's ready-to-wear stores.....	1,620	1,481	+9
Grocery stores.....	24,903	23,692	+5	Shoe stores.....	1,142	1,054	+8
Eating and drinking places.....	1,446	1,253	+15	Furniture and appliance group.....	1,246	1,115	+12
General merchandise group <sup>1</sup> .....	21,375	19,018	+12	Tire, battery, accessory dealers.....	1,196	1,098	+9
Department stores and dry goods, general				Drug and proprietary stores.....	1,896	1,728	+10
merchandise stores.....	15,319	13,563	+13	Liquor stores <sup>4</sup> .....	1,291	1,233	+5
Department stores.....	13,361	11,817	+13				
Variety stores.....	3,928	3,542	+11				

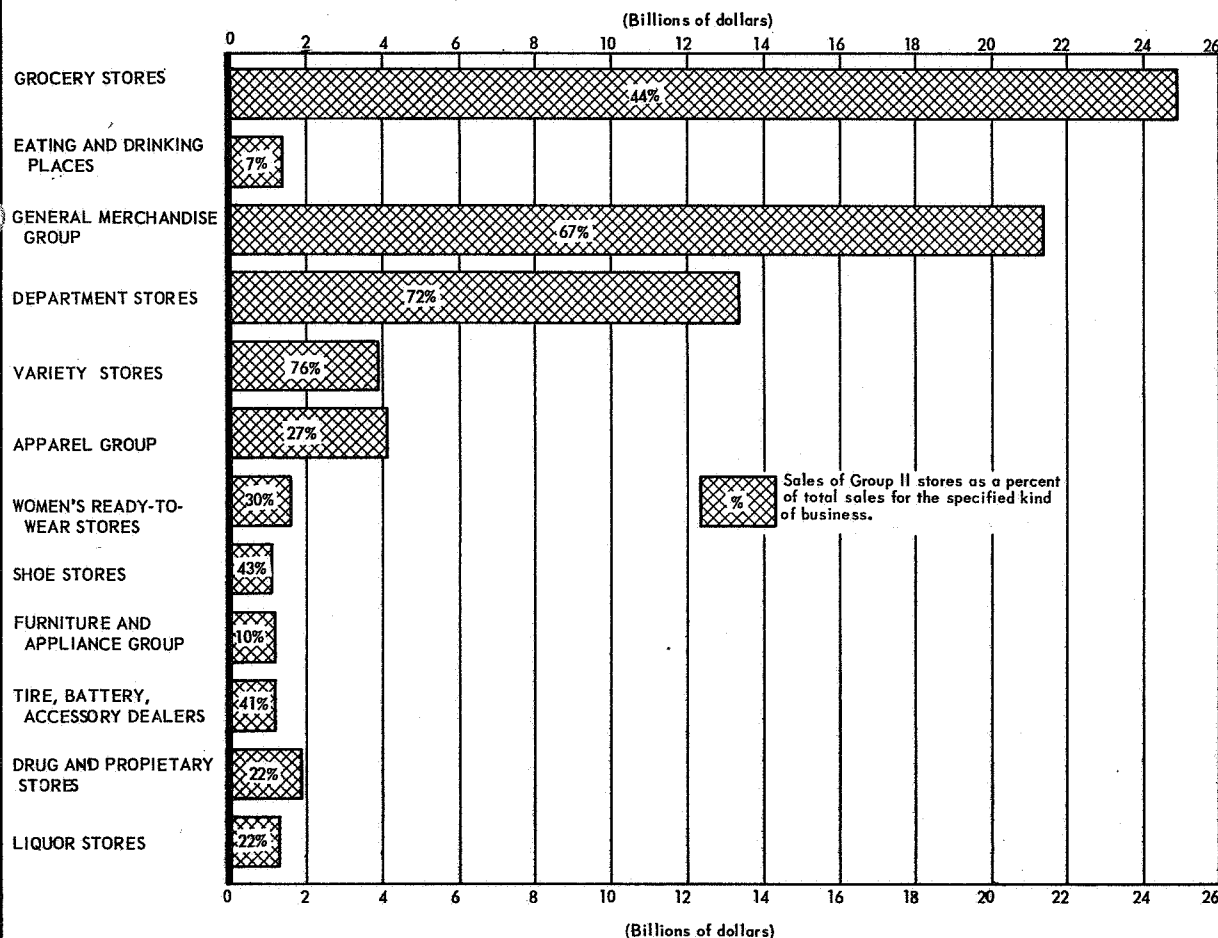
<sup>1</sup> Includes data for kinds of business not shown separately.

<sup>2</sup> Includes men's, boys' clothing, furnishings stores and custom tailors.

<sup>3</sup> Includes women's ready-to-wear, other apparel, accessory, specialty shops; and furriers.

<sup>4</sup> Includes municipally operated liquor stores.

FIGURE 1.--ESTIMATED SALES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE  
RETAIL STORES, BY SELECTED KINDS OF BUSINESS: 1964



Distribution of Sales by Region, Division,  
Selected States, and Five Largest SMSA's

The North Central Region accounted for approximately \$77 billion or 29.4 percent of total 1964 United States retail sales of \$261.6 billion, with the East North Central and West North Central Divisions, respectively, totaling \$54.8 billion and \$22.2 billion of the region's total. In the East North Central Division, Illinois had sales of \$16.2 billion, up 7 percent over 1963; Ohio, \$13.9 billion, up 6 percent over 1963, and Michigan; \$12.0 billion, up 9 percent.

Retail sales in the South Region, the second ranking of the four United States regions, amounted to almost \$71 billion, 27.1 percent of total sales for the United States. The largest portion of these regional sales was made in the South Atlantic Division--\$34.9 billion; followed by the West South Central Division--\$22.6 billion, of which the State of Texas accounted for \$13.7 billion; and the East South Central Division--\$13.5 billion.

The Northeast Region had retail sales totaling over \$66.6 billion (25.5 percent of the United States total), with the Middle Atlantic and New England Divisions accounting for \$49.8 billion and \$16.8 billion, respectively. In the Middle Atlantic Division, New York State led with total sales of \$25 billion; followed by Pennsylvania, \$15 billion; and New Jersey, \$9.8 billion.

In the West Region, retail sales totaled \$47.1 billion, 18 percent of the United States total. The Pacific Division accounted for slightly over \$36.9 billion or 78.3 percent of the region's total, with California contributing \$28.7 billion to the Division total. The Mountain Division accounted for \$10.2 billion or 21.7 percent of the region's sales.

In the five largest standard metropolitan statistical areas, 1964 annual sales ranged from \$15.8 billion in the New York area to \$5.9 billion in the Detroit area.

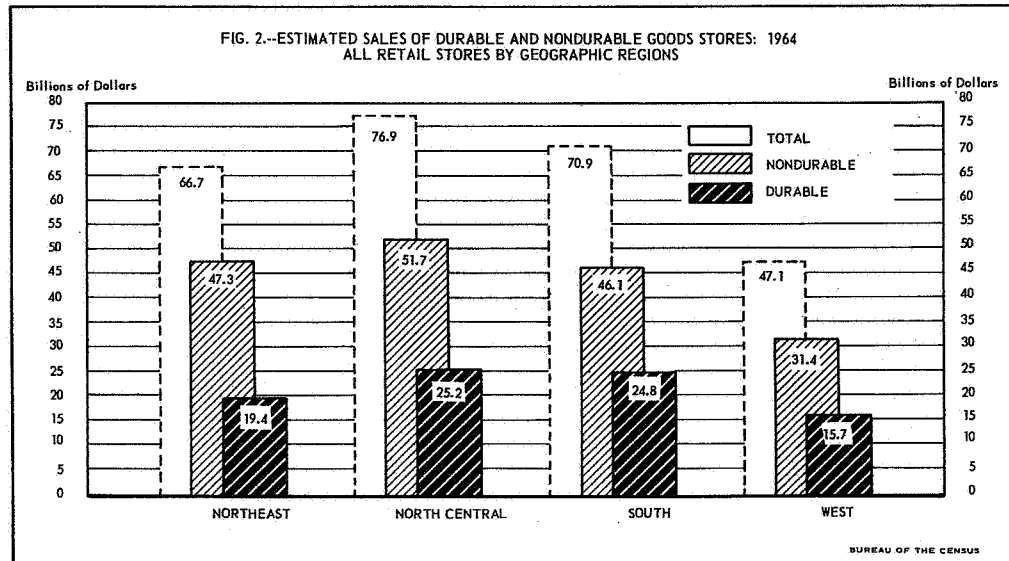


Table 3.--ESTIMATED SALES OF ALL RETAIL STORES IN THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: 1964 AND 1963

Kind of business	United States			Northeast			North Central			South			West		
	1964	1963	Percent change	1964	1963	Percent change	1964	1963	Percent change	1964	1963	Percent change	1964	1963	Percent change
All kinds of business, total <sup>1</sup>	261,630	246,435	+6	66,653	62,980	+6	76,952	73,088	+5	70,927	65,865	+8	47,098	44,502	+6
Durable-goods stores, total	85,116	80,098	+6	19,348	18,311	+6	25,212	24,108	+5	24,852	22,603	+10	15,704	15,076	+4
Nondurable-goods stores, total	176,514	166,337	+6	47,305	44,669	+6	51,740	48,980	+6	46,075	43,262	+7	31,394	29,426	+7
Food group	62,191	59,143	+5	17,564	16,582	+6	17,244	16,464	+5	16,383	15,594	+5	11,000	10,503	+5
Grocery stores	56,273	53,551	+5	14,750	13,827	+7	15,814	15,096	+5	15,569	14,861	+5	10,140	9,767	+4
Eating and drinking places	19,401	18,071	+7	5,823	5,526	+5	5,819	5,400	+8	4,153	3,779	+10	3,606	3,366	+7
GAF <sup>2</sup> , total	60,381	54,732	+10	16,440	15,043	+9	17,525	15,993	+10	15,953	14,186	+12	10,463	9,510	+10
General merchandise group	31,721	28,660	+11	7,723	6,945	+11	10,007	9,051	+11	8,213	7,407	+11	5,778	5,257	+10
Department stores	18,631	16,683	+12	4,778	4,277	+12	5,890	5,289	+11	4,166	3,693	+13	(3)	(3)	(3)
Apparel group	15,567	14,460	+8	5,079	4,756	+7	3,938	3,680	+7	4,231	3,891	+9	2,319	2,133	+9
Furniture and appliance grp.	13,093	11,612	+13	(3)	(3)	(3)	3,580	3,262	+10	3,509	2,888	+22	(3)	(3)	(3)
Lumber, building, hardware, farm equipment group	15,634	15,528	+1	(3)	(3)	(3)	5,834	5,839	(4)	4,215	4,049	+4	(3)	(3)	(3)
Automotive group	48,491	45,959	+6	(3)	(3)	(3)	13,784	13,152	+5	14,938	13,898	+7	(3)	(3)	(3)
Gasoline service stations	20,295	19,365	+5	3,750	3,593	+4	6,520	6,269	+4	6,048	5,630	+7	(3)	(3)	(3)
Drug and proprietary stores	8,585	8,175	+5	1,921	1,872	+3	2,588	2,467	+5	2,333	2,182	+7	(3)	(3)	(3)

Note: Estimates are based on a sample. (See sampling variabilities on page 16.) States in geographic regions are shown on page 20.

<sup>1</sup> Includes data for kinds of business not shown separately.

<sup>2</sup> Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

<sup>3</sup> Not shown because of high sampling variability.

<sup>4</sup> Less than 0.5 percent.

## Per Capita Sales

Per capita retail sales in the United States in 1964 totaled \$1,382 compared with \$1,321 in 1963, an increase of 5 percent. Per capita sales of durable-goods stores rose 5 percent over the 1963 level, going from \$429 in 1963 to \$450 in 1964. This year-to-year increase reflected an 11 percent increase in the furniture and appliance group; per capita sales amounted to \$69 in 1964, compared with \$62 in 1963. The automotive group showed a 4 percent increase from \$246 in 1963 to \$256 in 1964. Per capita sales in the lumber, building, hardware, farm equipment group remained unchanged from 1963--\$83.

Sales of nondurable-goods stores were reported at \$932 per capita this year, reflecting a 4 percent

increase in sales per person over the \$892 in 1963. The largest rise in the nondurable category (9 percent) was in the general merchandise group, where per capita sales increased from \$154 in 1963 to \$168 in 1964. This was accompanied by 1964 per capita gains in the apparel group and eating and drinking places, each up 5 percent, and in the food group and gasoline service stations, each up 3 percent over 1963.

Of the four regions in the country, the West had the highest per capita retail sales in 1964, \$1,520, followed by the North Central Region, \$1,448; the Northeast Region \$1,421; and the South Region, \$1,217. Among the selected large States in the United States, per capita sales ranged in 1964 from a high of \$1,587 in California to a low of \$1,099 in North Carolina.

Table 4.--PER CAPITA SALES OF SELECTED KINDS OF BUSINESS, ALL RETAIL STORES IN THE UNITED STATES AND GEOGRAPHIC REGIONS: 1964 AND 1963  
(Data are based on preliminary civilian population estimates as of July 1, 1964 and 1963. Amounts in dollars)

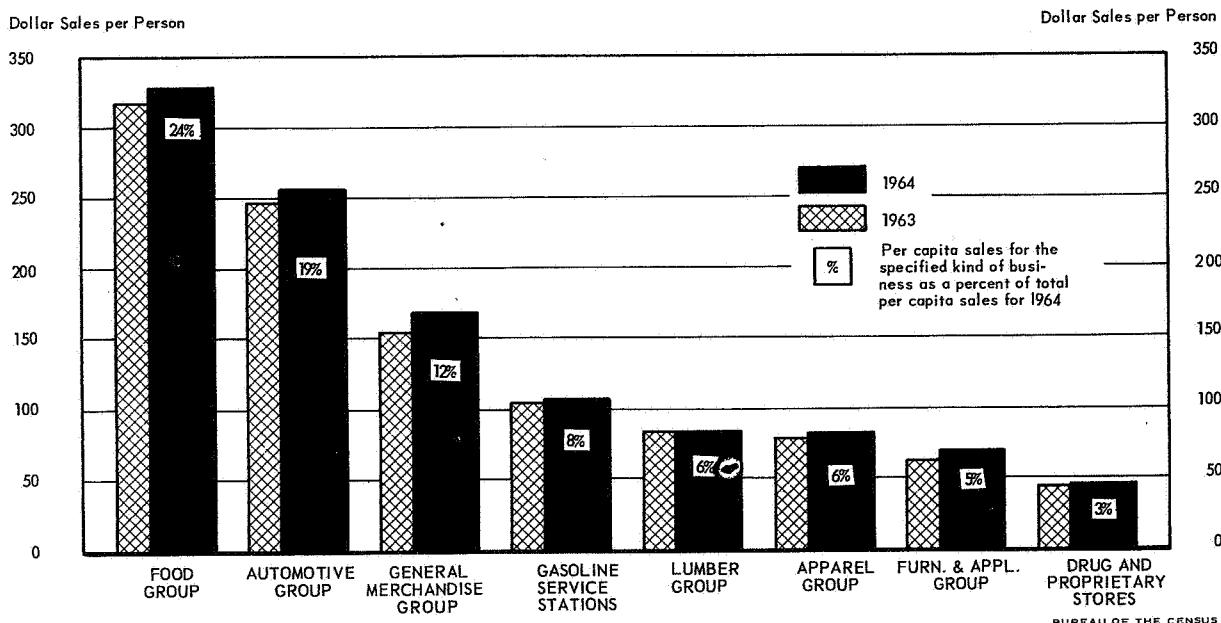
Kind of business	United States			Northeast			North Central			South			West		
	1964	1963	Percent change	1964	1963	Percent change	1964	1963	Percent change	1964	1963	Percent change	1964	1963	Percent change
All kinds of business, total <sup>1</sup> .....	1,382	1,321	+5	1,421	1,365	+4	1,448	1,388	+4	1,217	1,150	+6	1,520	1,462	+4
Durable-goods stores, total.....	450	429	+5	412	397	+4	474	458	+3	426	395	+8	507	495	+2
Nondurable-goods stores, total.....	932	892	+4	1,009	968	+4	974	930	+5	791	755	+5	1,013	967	+5
Food group.....	328	317	+3	374	359	+4	324	313	+4	281	272	+3	355	345	+3
Grocery stores.....	297	287	+3	314	300	+5	298	287	+4	267	260	+3	327	321	+2
Eating and drinking places.....	102	97	+5	124	120	+3	109	103	+6	71	66	+8	116	111	+5
GAF <sup>2</sup> , total.....	319	294	+9	351	326	+8	329	304	+8	274	248	+10	338	312	+8
General merchandise group ..	168	154	+9	165	150	+10	188	172	+9	141	129	+9	186	173	+8
Department stores.....	98	89	+10	102	93	+10	111	100	+11	71	64	+11	(3)	(3)	(3)
Apparel group.....	82	78	+5	108	103	+5	74	70	+6	73	69	+6	75	70	+7
Furniture and appliance grp.	69	62	+11	(2)	(2)	(2)	67	62	+8	60	50	+20	(3)	(3)	(3)
Lumber, building, hardware, farm equipment group.....	83	83	0	(3)	(3)	(3)	110	111	-1	72	71	+1	(3)	(3)	(3)
Automotive group.....	256	246	+4	(3)	(3)	(3)	259	250	+4	256	243	+5	(3)	(3)	(3)
Gasoline service stations.....	107	104	+3	80	78	+3	123	119	+3	104	98	+6	(3)	(3)	(3)
Drug and proprietary stores.....	45	44	+2	41	41	0	49	47	+4	40	38	+5	(3)	(3)	(3)

<sup>1</sup> Includes data for kinds of business not shown separately.

<sup>2</sup> Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

<sup>3</sup> Not shown because of high sampling variability.

FIG. 3.--PER CAPITA SALES OF SELECTED KINDS OF BUSINESS, ALL RETAIL STORES, UNITED STATES: 1964 AND 1963



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Table 5.—ESTIMATED ANNUAL AND PER CAPITA SALES OF ALL RETAIL STORES BY GEOGRAPHIC DIVISIONS AND KIND OF BUSINESS: 1964 AND 1963

Geographic division and kind of business	Annual sales (millions of dollars)			Per capita sales <sup>1</sup> (dollars)			Geographic division and kind of business	Annual sales (millions of dollars)			Per capita sales <sup>1</sup> (dollars)		
	1964	1963	Percent change	1964	1963	Percent change		1964	1963	Percent change	1964	1963	Percent change
New England Division, total.....	16,848	15,484	+9	1,537	1,452	+6	South Atlantic Division, total.....	34,898	32,224	+8	1,259	1,187	+6
Durable-goods stores.....	5,339	4,779	+12	487	448	+9	Durable-goods stores.....	11,814	10,699	+10	426	394	+8
Nondurable-goods stores.....	11,509	10,705	+8	1,050	1,004	+5	Nondurable-goods stores.....	23,084	21,525	+7	833	793	+5
Food group.....	4,297	4,012	+7	392	376	+4	Eating and drinking places.....	2,233	(3)	(3)	81	(3)	(3)
GAP <sup>2</sup> , total.....	3,711	3,326	+12	339	312	+9	GAP <sup>2</sup> , total.....	8,213	7,226	+14	296	266	+11
General merchandise group.....	1,722	(3)	(3)	157	(3)	(3)	General merchandise group.....	4,262	3,874	+10	154	143	+8
Gasoline service stations.....	1,003	(3)	(3)	91	(3)	(3)	Apparel group.....	2,165	(3)	(3)	78	(3)	(3)
Middle Atlantic Division, total.....	49,805	47,478	+5	1,386	1,338	+4	Gasoline service stations.....	2,863	(3)	(3)	103	(3)	(3)
Durable-goods stores.....	14,009	13,532	+4	390	381	+2	Drug and proprietary stores.....	1,146	(3)	(3)	41	(3)	(3)
Nondurable-goods stores.....	35,796	33,946	+5	996	957	+4	East South Central Division, total.....	13,465	12,312	+9	1,072	1,001	+7
Eating and drinking places.....	4,584	(3)	(3)	128	(3)	(3)	Nondurable-goods stores.....	8,618	8,079	+7	686	657	+4
GAP <sup>2</sup> , total.....	12,729	11,715	+9	354	330	+7	Food group.....	3,157	(3)	(3)	251	(3)	(3)
General merchandise group.....	6,001	5,406	+11	167	152	+10	GAP <sup>2</sup> , total.....	2,938	2,700	+9	234	219	+7
Apparel group.....	3,998	(3)	(3)	111	(3)	(3)	General merchandise group.....	1,565	1,446	+8	125	118	+6
Gasoline service stations.....	2,747	(3)	(3)	76	(3)	(3)	Gasoline service stations.....	1,258	(3)	(3)	100	(3)	(3)
Drug and proprietary stores.....	1,391	(3)	(3)	39	(3)	(3)	West South Central Division, total.....	22,564	21,336	+6	1,253	1,197	+5
East North Central Division, total.....	54,802	51,662	+6	1,461	1,391	+5	Nondurable-goods stores.....	14,373	13,665	+5	798	767	+4
Durable-goods stores.....	17,403	16,530	+5	464	445	+4	Food group.....	5,275	(3)	(3)	293	(3)	(3)
Nondurable-goods stores.....	37,399	35,132	+6	997	946	+5	Eating and drinking places.....	1,293	(3)	(3)	72	(3)	(3)
Food group.....	12,983	12,235	+6	346	330	+5	GAP <sup>2</sup> , total.....	4,802	4,260	+13	267	239	+12
Eating and drinking places.....	4,255	(3)	(3)	113	(3)	(3)	General merchandise group.....	2,386	2,087	+14	132	117	+13
GAP <sup>2</sup> , total.....	12,848	11,708	+10	342	315	+9	Mountain Division, total.....	10,176	10,402	-2	1,342	1,385	-3
General merchandise group.....	7,289	6,560	+11	194	177	+10	Nondurable-goods stores.....	6,819	6,847	(4)	899	911	-1
Apparel group.....	2,985	(3)	(3)	80	(3)	(3)	Food group.....	2,004	1,864	+8	264	248	+6
Gasoline service stations.....	4,343	(3)	(3)	116	(3)	(3)	GAP <sup>2</sup> , total.....	1,097	1,022	+7	145	136	+7
Drug and proprietary stores.....	1,891	(3)	(3)	50	(3)	(3)	General merchandise group.....						
West North Central Division, total.....	22,150	21,433	+3	1,416	1,378	+3	Pacific Division, total.....	36,922	34,104	+8	1,578	1,487	+6
Durable-goods stores.....	7,809	7,578	+3	499	487	+2	Durable-goods stores.....	12,347	11,521	+7	528	502	+5
Nondurable-goods stores.....	14,341	13,855	+4	917	891	+3	Nondurable-goods stores.....	24,575	22,583	+9	1,050	985	+7
Food group.....	4,261	4,236	+1	272	272	0	Food group.....	8,595	8,074	+6	367	352	+4
GAP <sup>2</sup> , total.....	4,677	4,285	+9	299	276	+8	Eating and drinking places.....	2,915	(3)	(3)	125	(3)	(3)
General merchandise group.....	2,718	2,491	+9	174	160	+9	GAP <sup>2</sup> , total.....	8,459	7,646	+11	361	333	+8
Gasoline service stations.....	2,177	(3)	(3)	139	(3)	(3)	General merchandise group.....	4,681	(3)	(3)	200	(3)	(3)
							Gasoline service stations.....	2,803	(3)	(3)	120	(3)	(3)

Note: Totals include data for kinds of business not shown separately. States in geographic divisions are shown on page 20. Measures of sampling variability are shown in table 17, page 17.

<sup>1</sup> Data are based on preliminary civilian population estimates as of July 1, 1964 and 1963.

<sup>2</sup> Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

<sup>3</sup> Not shown because of high sampling variability.

<sup>4</sup> Less than 0.5 percent.

Table 6.—ESTIMATED TOTAL SALES OF RETAIL STORES FOR SPECIFIED LARGE STATES: 1964

	Annual sales		Per capita sales <sup>1</sup>			Annual sales		Per capita sales <sup>1</sup>	
	Millions of dollars	Percent of U.S. sales	Dollars	Percent change, 1964 from 1963		Millions of dollars	Percent of U.S. sales	Dollars	Percent change, 1964 from 1963
California.....	28,710	11	1,587	+5	New Jersey.....	9,768	4	1,474	+5
Florida.....	7,777	3	1,351	(2)	New York.....	24,994	10	1,399	+3
Illinois.....	16,154	6	1,547	+4	North Carolina.....	5,233	2	1,099	(2)
Indiana.....	7,075	3	1,469	(2)	Ohio.....	13,868	5	1,376	+7
Massachusetts.....	7,882	3	1,488	+4	Pennsylvania.....	15,043	6	1,315	+4
Michigan.....	11,952	5	1,480	+9	Texas.....	13,651	5	1,335	+4
Minnesota.....	4,760	2	1,354	(2)	Wisconsin.....	5,753	2	1,402	(2)
Missouri.....	6,473	2	1,480	(2)					

Note: Estimates are based on a sample. (See sampling variability table 18, page 17.)

<sup>1</sup> Data are based on preliminary civilian population estimates as of July 1, 1964.

<sup>2</sup> Not shown because of high sampling variability.

Table 7.—ESTIMATED SALES OF ALL RETAIL STORES FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: 1964

(Millions of dollars)							
Statistical area		1964	Percent change, 1964 from 1963	Statistical area		1964	Percent change, 1964 from 1963
Standard Consolidated Areas <sup>1</sup>				Standard Metropolitan Statistical Areas <sup>1</sup> —Continued			
Chicago, Ill.—Northwestern Indiana, total.....		11,290	+6	Detroit, Mich., total.....		5,911	(3)
GAP <sup>2</sup> .....		3,556	(3)	GAP <sup>2</sup> .....		1,391	(3)
New York—Northeastern New Jersey, total.....		22,340	+4	Los Angeles—Long Beach, Calif., total.....		12,898	+8
GAP <sup>2</sup> .....		6,217	+8	GAP <sup>2</sup> .....		3,370	(3)
Standard Metropolitan Statistical Areas <sup>1</sup>				New York, N.Y., total.....		15,818	+4
Chicago, Ill., total.....		10,427	+6	GAP <sup>2</sup> .....		4,666	(3)
GAP <sup>2</sup> .....		3,366	(3)	Philadelphia, Pa., total.....		6,333	(3)
				GAP <sup>2</sup> .....		1,624	(3)

Note: Estimates are based on a sample. (See sampling variabilities in table 16, page 16.)

<sup>1</sup> Standard consolidated areas and standard metropolitan statistical areas are shown on page 19. Note that data for the Los Angeles—Long Beach SMSA includes Orange County, California.

<sup>2</sup> Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

<sup>3</sup> Not shown because of high sampling variability.



## MERCHANDISE INVENTORIES

### Merchandise on Hand

The cost value of merchandise inventories in retail stores in the United States on December 31, 1964, was estimated at \$28.6 billion, 6 percent higher than inventories held at the close of 1963. Of this total, \$15.8 billion represented the value of stocks of nondurable-goods stores (up 6 percent from 1963) and \$12.8 billion, the stocks of durable-goods stores (also up 6 percent from 1963).

The general merchandise group as a whole showed a 10 percent expansion in inventory holdings on December 31, 1964, compared with the same date a year ago, with department stores reporting a 12 percent increase. Lumber and building materials dealers and furniture stores closed the year with inventories higher than in 1963--up 10 percent and 9 percent, respectively, while household appliance, TV, radio stores represented an increase of 5 percent. Inventories of liquor stores were relatively unchanged from a year ago, and drug and proprietary stores reported an increase of 5 percent.

In warehouses and stores of organizations operating 11 or more retail stores, the cost value of merchandise held for sale on December 31, 1964, totaled \$7.6 billion, 8 percent over that held on December 31, 1963. The general merchandise group which accounted

for more than 43 percent of the total warehouse and store inventories of these organizations showed a year-to-year gain of 11 percent; the food stores which accounted for over 23 percent, recorded a rise of 6 percent.

### Sales-Inventory Ratios

Annual sales of all retail stores in 1964 were 9.4 times the cost value of year-end store inventories. The ratio of sales to year-end inventories for nondurable-goods stores was 11.3 in 1964, compared with 11.2 for 1963. The ratio of sales to year-end inventories for durable-goods stores was 6.9 in 1964, up from 6.6 in 1963.

Passenger car dealers showed a sales-inventory ratio of 10.4 in 1964 compared with 9.4 in the preceding year. Sales-inventory ratios showed little change from 1963 for grocery stores, 19.8 in 1964 compared with 19.7 the previous year; department stores, 7.9 compared with 7.7; women's ready-to-wear stores, 6.2 compared with 6.4, and shoe stores 3.7 against 3.6 in 1963. Furniture stores showed an increase in the sales-inventory ratio from 5.2 in 1963 to 5.5 in 1964.

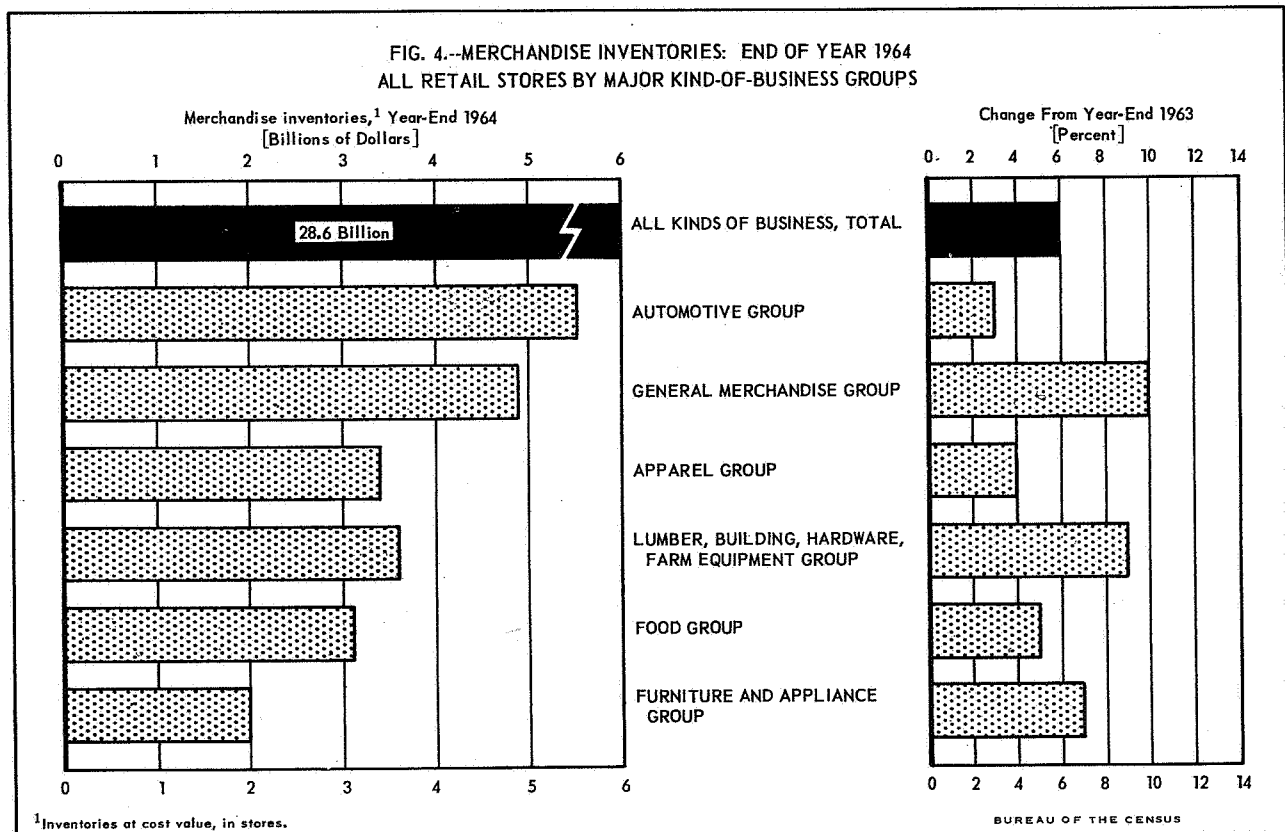


Table 8.—MERCHANDISE INVENTORIES AND SALES-INVENTORY RATIOS OF ALL RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS:  
END OF YEAR 1964 AND 1963

(Millions of dollars)

Kind of business	Merchandise inventories (at cost) December 31--			Sales- inventory ratio <sup>1</sup>		Kind of business	Merchandise inventories (at cost) December 31--			Sales- inventory ratio <sup>1</sup>	
	1964	1963	Percent change	1964	1963		1964	1963	Percent change	1964	1963
All kinds of business, total .....	28,640	27,034	+6	9.4	9.2	Furniture and appliance group.....	2,043	1,910	+7	6.3	5.9
Durable-goods stores, total.....	12,778	12,029	+6	6.9	6.6	Furniture, home furnishings stores.....	1,396	1,291	+8	5.9	5.6
Nondurable-goods stores, total.....	15,862	15,005	+6	11.3	11.2	Furniture stores.....	1,084	990	+9	5.5	5.2
Food group.....	3,099	2,939	+5	20.5	20.6	Household appliance, TV, radio stores..	647	619	+5	7.0	6.6
Grocery stores.....	2,934	2,777	+6	19.8	19.7	Household appliance dealers.....	463	430	+8	7.3	7.0
Eating and drinking places.....	466	448	+4	42.9	40.5	Lumber, building, hardware, farm equip- ment group.....	3,601	3,293	+9	4.6	4.7
General merchandise group <sup>2</sup> .....	4,940	4,491	+10	7.0	6.8	Lumber yards, building materials dlrs. <sup>3</sup>	1,601	1,458	+10	5.9	5.9
Department stores and dry goods, general merchandise stores.....	3,519	3,132	+12	7.3	7.1	Lumber yards.....	1,119	1,016	+10	5.6	5.7
Department stores.....	2,610	2,336	+12	7.9	7.7	Hardware stores.....	882	826	+7	3.6	3.4
Variety stores.....	857	829	+3	6.1	5.7	Farm equipment dealers.....	1,118	1,009	+11	3.6	3.9
Mail order (department store mdse.).....	373	321	+16	6.6	6.8	Automotive group <sup>2</sup> .....	5,450	5,282	+3	9.4	8.7
Apparel group <sup>2</sup> .....	3,409	3,289	+4	4.7	4.5	Passenger car dealers.....	4,416	4,387	+1	10.4	9.4
Men's, boys' clothing, furnishings stores	810	820	-1	3.9	3.4	Passenger car dealers (franchised)...	4,045	3,987	+1	10.4	9.4
Women's ready-to-wear stores.....	923	797	+16	6.2	6.4	Tire, battery, accessory dealers.....	520	527	-1	5.2	5.1
Shoe stores.....	683	694	-2	3.7	3.6	Gasoline service stations.....	857	804	+7	23.0	23.9
						Other retail stores <sup>2</sup> .....	4,775	4,578	+4	7.4	7.6
						Drug and proprietary stores.....	1,472	1,396	+5	6.1	6.0
						Liquor stores.....	613	612	(4)	9.7	9.8
						Jewelry stores.....	541	474	+14	3.0	2.8

Note: Measures of sampling variability are provided on page 16.

<sup>1</sup> Based on only those establishments in business the full calendar year.

<sup>2</sup> Dollar volume and sales-inventory ratios for group totals include kinds of business not shown separately.

<sup>3</sup> Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

<sup>4</sup> Less than 0.5 percent.

Table 9.—MERCHANDISE INVENTORIES AND SALES-INVENTORY RATIOS OF RETAIL STORES AND WAREHOUSES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES  
IN THE UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1964 AND 1963

Kind of business	Merchandise inventories, at cost (millions of dollars)						Sales-inventory ratio (stores only)	
	Total warehouses and stores			Stores				
	December 31--		Percent change, 1964 from 1963	December 31--		Percent change, 1964 from 1963	1964	1963
	1964	1963		1964	1963			
All kinds of business, total <sup>1</sup> .....	7,558	7,001	+8	6,017	5,535	+9	10.8	10.8
Durable-goods stores, total.....	955	910	+5	737	684	+8	6.7	6.7
Nondurable-goods stores, total.....	6,603	6,091	+8	5,280	4,851	+9	11.4	11.3
Food group <sup>1</sup> .....	1,754	1,654	+6	1,091	1,039	+5	23.7	23.6
Grocery stores.....	1,722	1,623	+6	1,069	1,018	+5	23.5	23.4
General merchandise group <sup>1</sup> .....	3,288	2,957	+11	2,966	2,681	+11	7.7	7.4
Department stores and dry goods, general merchandise stores.....	2,253	1,990	+13	2,002	1,787	+12	8.2	7.9
Department stores.....	1,935	1,705	+13	1,716	1,529	+12	8.3	8.1
Variety stores.....	668	649	+3	603	584	+3	6.9	6.4
Apparel group <sup>1</sup> .....	769	742	+4	690	651	+6	6.1	6.0
Men's, boys' clothing, furnishings stores.....	112	100	+12	102	89	+15	4.2	4.1
Women's ready-to-wear stores.....	203	188	+8	190	174	+9	8.8	8.8
Shoe stores.....	260	266	-2	227	227	0	4.8	4.7
Furniture and appliance group.....	193	178	+8	125	113	+11	10.1	10.3
Lumber, building, hardware, farm equipment group.....	301	292	+3	249	241	+3	4.7	4.6
Lumber yards, building materials dealers <sup>2</sup> .....	190	188	+1	178	174	+2	4.7	4.6
Lumber yards.....	140	138	+1	134	132	+2	4.7	4.6
Tire, battery, accessory dealers.....	311	303	+3	244	232	+5	4.9	4.7
Drug and proprietary stores.....	353	324	+9	273	243	+12	7.3	7.3
Liquor stores.....	170	174	-2	98	95	+3	13.4	13.2

Note: Warehouse inventories of Group II organizations are excluded from table 8.

<sup>1</sup> Includes data for kinds of business not shown separately.

<sup>2</sup> Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Table 10.—ESTIMATED SALES AND YEAR-END MERCHANDISE INVENTORIES OF RETAIL STORES OF ORGANIZATIONS OPERATING 4 OR MORE RETAIL STORES  
IN THE UNITED STATES, BY KIND OF BUSINESS: 1964

(Millions of dollars)

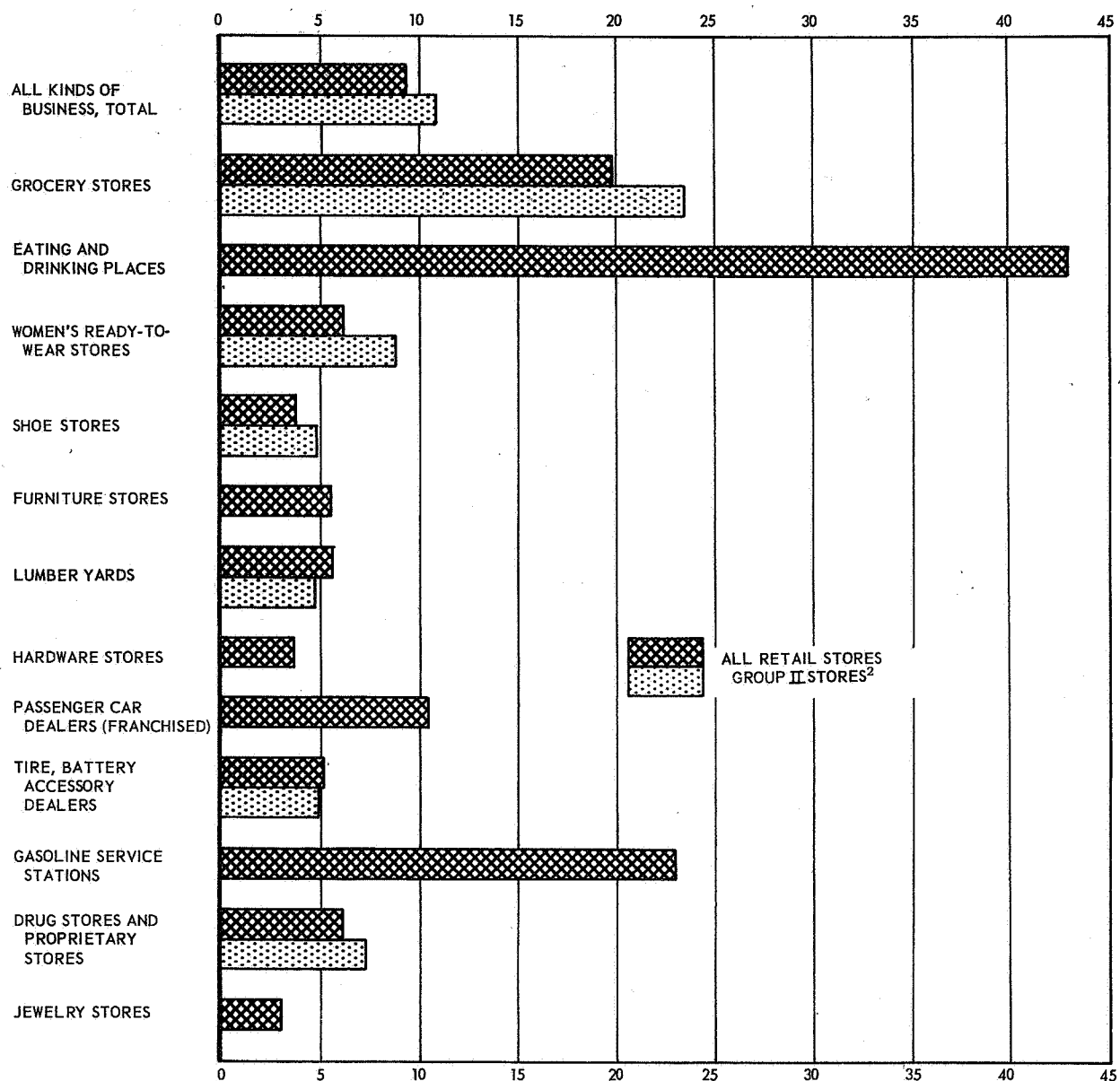
Kind of business	Annual sales		Merchandise inventories (at cost)		Kind of business	Annual sales		Merchandise inventories (at cost)	
	1964	Percent change, 1964 from 1963	Dec. 31, 1964	Percent change, 1964 from 1963		1964	Percent change, 1964 from 1963	Dec. 31, 1964	Percent change, 1964 from 1963
All kinds of business, total <sup>1</sup> ..	75,610	+8	7,784	+10	General merchandise group .....	23,325	+12	3,554	+12
Food group.....	29,063	+5	1,271	+7	Department stores and dry goods, general merchandise stores.....	17,039	+13	2,545	+14
Grocery stores.....	27,974	+5	1,236	+7	Department stores.....	14,646	+13	2,178	+15

Note: Measures of sampling variability are provided on page 17.

<sup>1</sup> Includes data for kinds of business not shown separately.

FIG. 5.--SALES-INVENTORY RATIOS: 1964

## ALL RETAIL STORES AND GROUP II STORES BY SELECTED KINDS OF BUSINESS

(Annual Turnover: 1964 Sales divided by year-end inventories, at cost)<sup>1</sup>

<sup>1</sup>Data based on establishments in business the full calendar year, except for those Group II establishments which may not have been in operation the entire year. Ratios exclude warehouse inventories of Group II stores.

<sup>2</sup>Retail stores of organizations operating 1) or more retail stores.

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## ACCOUNTS RECEIVABLE

Retail stores in the United States reported a total of \$16.9 billion of accounts receivable balances owed to them by customers as of December 31, 1964, 9 percent more than the \$15.6 billion reported as of the same date a year earlier. Credit balances on charge accounts and on installment accounts amounted to \$8 billion and \$8.9 billion, respectively, at the close of 1964, with charge accounts showing a year-to-year increase of 3 percent, and installment accounts an increase of 15 percent.

Receivable balances for nondurable-goods stores in total amounted to \$10 billion, 12 percent more than the amount owed at the close of 1963. Department stores reported unpaid balances totaling \$4.6 billion at the end of 1964 and accounted for more than 27 percent of the total for all retail stores. Apparel stores with \$1.3 billion showed an increase of 12 percent from 1963.

Durable-goods stores in total reported accounts receivable balances at the close of 1964 at \$6.9 billion, 4 percent more than the amount registered a

year ago. Contributing to these figures were dealers in the furniture and appliance group, with \$2.5 billion, up 11 percent; the lumber and building materials group, \$1.7 billion, down 5 percent; and the automotive group, \$1.6 billion, up 3 percent.

More than 80 percent of the 1964 year-end credit balances due from customers of general-merchandise stores were on installment accounts. In furniture and appliance stores, installment amounts represented approximately 66 percent of total year-end 1964 outstanding balances. In contrast, the credit balances outstanding for the lumber, building, hardware, farm equipment group and for the apparel group were predominantly on charge accounts (90 percent and 73 percent, respectively). For the automotive group, about 58 percent was outstanding on charge accounts.

Stores of organizations operating 11 or more retail stores accounted for \$6.7 billion of total receivables at the end of 1964, with \$5.5 billion on installment accounts compared with \$1.2 billion in charge accounts.

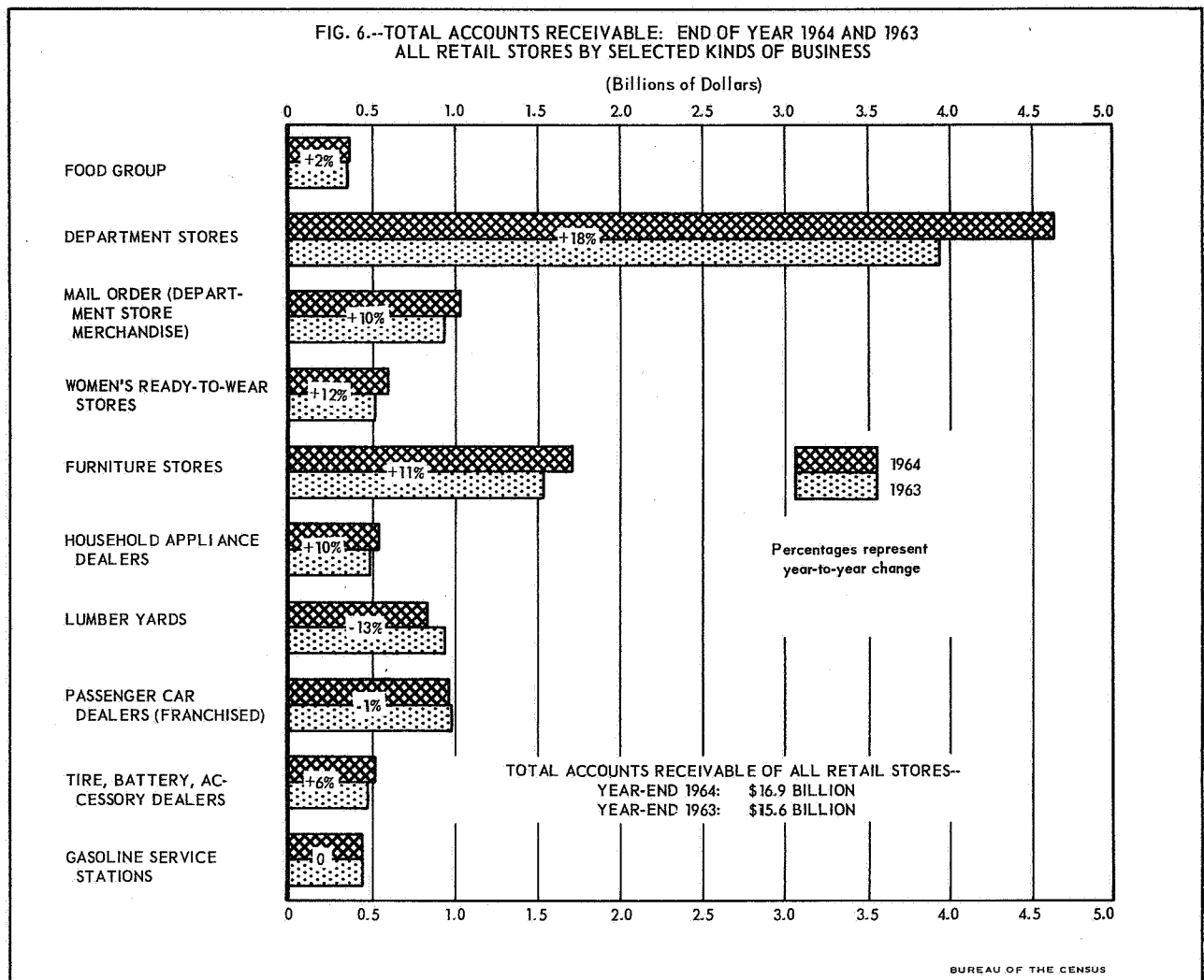


Table 11.--ACCOUNTS RECEIVABLE OF ALL RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1964 AND 1963  
(Millions of dollars)

13

Kind of business	December 31--		Percent change, 1964 from 1963	Kind of business	December 31--		Percent change, 1964 from 1963
	1964	1963			1964	1963	
All kinds of business, total .....	16,929	<sup>r</sup> 15,599	+9	Furniture and appliance group .....	2,523	2,278	+11
Durable-goods stores, total.....	6,885	<sup>r</sup> 6,626	+4	Furniture, home furnishings stores.....	1,896	1,716	+10
Nondurable-goods stores, total.....	10,044	<sup>r</sup> 8,973	+12	Furniture stores.....	1,708	1,532	+11
Food group .....	361	354	+2	Household appliance, TV, radio stores.....	627	562	+12
Grocery stores.....	302	293	+3	Household appliance dealers.....	539	490	+10
Eating and drinking places.....	129	89	+45	Lumber, building, hardware, farm equipment group .....	1,684	1,778	-5
General merchandise group <sup>1</sup> .....	6,479	<sup>r</sup> 5,538	+17	Lumber yards, building materials dealers <sup>2</sup> .....	1,180	1,300	-9
Department stores and dry goods, general merchandise stores.....	5,216	<sup>r</sup> 4,406	+18	Lumber yards.....	829	948	-13
Department stores.....	4,638	<sup>r</sup> 3,943	+18	Automotive group <sup>1</sup> .....	1,602	1,560	+3
Mail order (department store merchandise).....	1,027	<sup>r</sup> 935	+10	Passenger car dealers.....	1,044	1,048	( <sup>3</sup> )
Apparel group .....	1,325	1,186	+12	Passenger car dealers (franchised).....	972	980	-1
Women's ready-to-wear stores.....	575	512	+12	Tire, battery, accessory dealers.....	510	479	+6
				Gasoline service stations.....	443	442	( <sup>3</sup> )
				Other retail stores.....	2,383	2,374	( <sup>3</sup> )

Note: Measures of sampling variability are provided on page 17.

<sup>r</sup> Revised.

<sup>1</sup> Includes data for kinds of business not shown separately.

<sup>2</sup> Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

<sup>3</sup> Less than 0.5 percent.

Table 12.--ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS IN THE UNITED STATES BY KIND OF BUSINESS: END OF YEAR 1964 AND 1963  
(Millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31--		Percent change, 1964 from 1963	December 31--		Percent change, 1964 from 1963	December 31--		Percent change, 1964 from 1963
	1964	1963		1964	1963		1964	1963	
All kinds of business, total <sup>1</sup> .....	16,929	<sup>r</sup> 15,599	+9	8,025	7,826	+3	8,904	<sup>r</sup> 7,773	+15
Durable-goods stores, total.....	6,885	<sup>r</sup> 6,626	+4	3,644	3,622	+1	3,241	<sup>r</sup> 3,004	+8
Nondurable-goods stores, total.....	10,044	<sup>r</sup> 8,973	+12	4,381	4,204	+4	5,663	<sup>r</sup> 4,769	+19
Food group.....	361	354	+2	353	342	+3	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )
General merchandise group .....	6,479	<sup>r</sup> 5,538	+17	1,240	1,160	+7	5,239	<sup>r</sup> 4,378	+20
Department stores and dry goods, general merchandise stores.....	5,216	<sup>r</sup> 4,406	+18	1,145	1,065	+8	4,071	<sup>r</sup> 3,341	+22
Department stores.....	4,638	<sup>r</sup> 3,943	+18	983	950	+3	3,655	<sup>r</sup> 2,993	+22
Apparel group.....	1,325	1,186	+12	972	873	+11	353	313	+13
Furniture and appliance group .....	2,523	2,278	+11	854	760	+12	1,669	1,518	+10
Furniture, home furnishings stores.....	1,896	1,716	+10	625	562	+11	1,271	1,154	+10
Household appliance, TV, radio stores.....	627	562	+12	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )	399	364	+10
Lumber, building, hardware, farm equipment group ..	1,684	1,778	-5	1,516	1,606	-6	168	172	-2
Lumber yards, building materials dealers.....	1,180	1,300	-9	1,130	1,246	-9	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )
Lumber yards.....	829	948	-13	801	911	-12	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )
Automotive group <sup>1</sup> .....	1,602	1,560	+3	928	902	+3	674	658	+2
Passenger car dealers (franchised).....	972	980	-1	685	662	+3	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )
Tire, battery, accessory dealers.....	510	479	+6	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )	322	282	+14
Gasoline service stations.....	443	442	( <sup>3</sup> )	433	429	+1	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )

Note: Measures of sampling variability are provided on page 17.

<sup>1</sup> Includes data for kinds of business not shown separately.

<sup>2</sup> Not shown because of high sampling variability.

<sup>3</sup> Less than 0.5 percent.

Table 13.--ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS IN THE UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1964 AND 1963  
(Millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31--		Percent change, 1964 from 1963	December 31--		Percent change, 1964 from 1963	December 31--		Percent change, 1964 from 1963
	1964	1963		1964	1963		1964	1963	
All kinds of business, total <sup>1</sup> .....	6,651	<sup>r</sup> 5,706	+17	1,163	1,116	+4	5,488	<sup>r</sup> 4,590	+20
Durable-goods stores, total.....	1,290	<sup>r</sup> 1,222	+6	313	331	-5	977	891	+10
Nondurable-goods stores, total.....	5,361	<sup>r</sup> 4,484	+20	850	785	+8	4,511	<sup>r</sup> 3,699	+22
General merchandise group .....	4,823	<sup>r</sup> 4,019	+20	497	489	+2	4,326	<sup>r</sup> 3,530	+23
Department stores and dry goods, general merchandise stores.....	3,994	<sup>r</sup> 3,337	+20	455	449	+1	3,539	<sup>r</sup> 2,888	+23
Department stores.....	3,585	<sup>r</sup> 2,992	+20	424	418	+1	3,161	<sup>r</sup> 2,574	+23
Apparel stores.....	337	294	+15	166	138	+20	171	156	+10
Furniture and appliance group.....	392	375	+5	44	43	+2	348	332	+5
Tire, battery, accessory dealers.....	341	288	+18	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )

Note: Measures of sampling variability are provided on page 17.

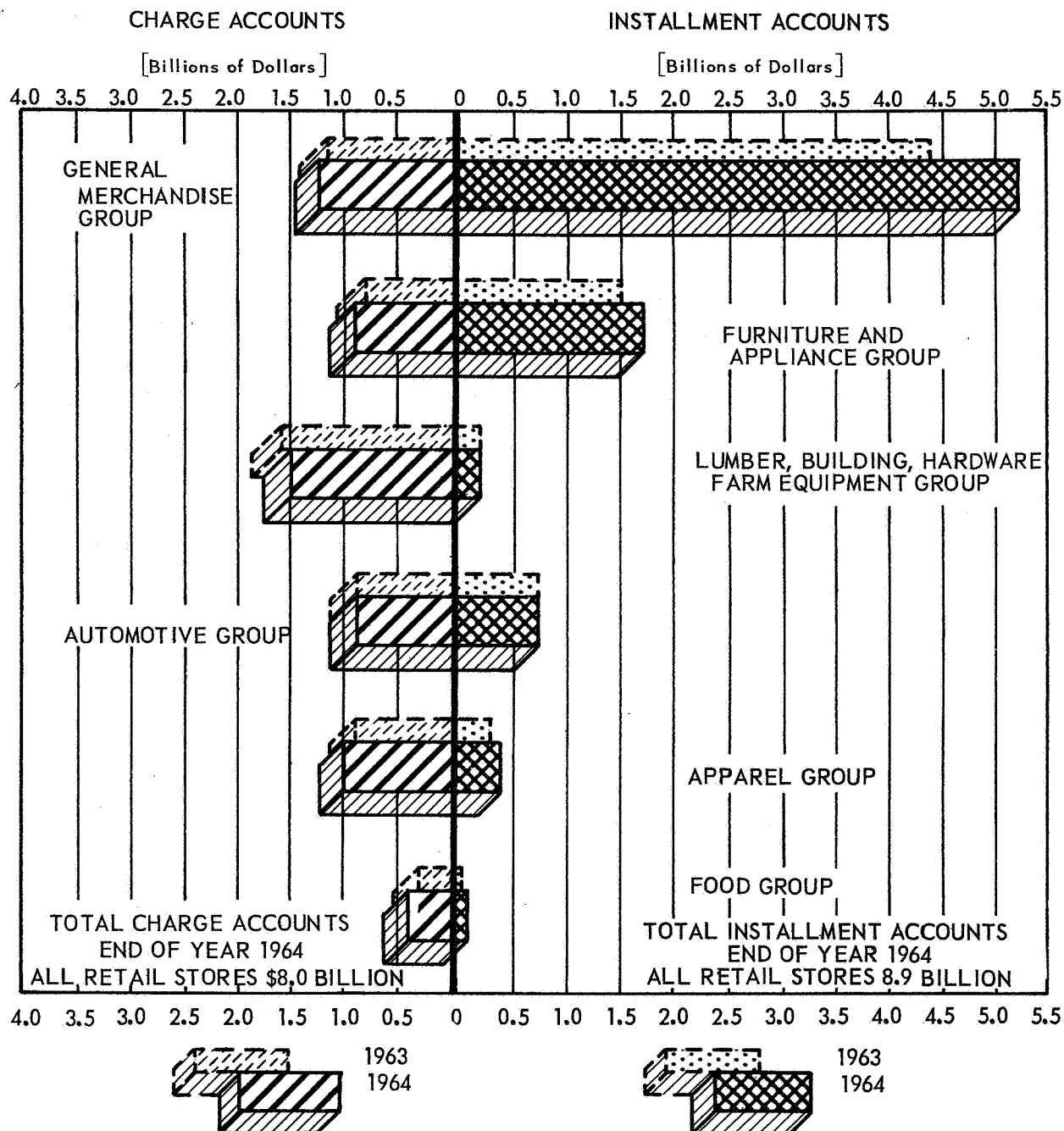
<sup>r</sup> Revised.

<sup>1</sup> Includes data for kinds of business not shown separately.

<sup>2</sup> Not shown because of high sampling variability.

FIG. 7.--ACCOUNTS RECEIVABLE ON CHARGE ACCOUNTS AND  
INSTALLMENT ACCOUNTS: END OF YEAR 1964 AND 1963

RETAIL STORES BY SELECTED KIND-OF-BUSINESS GROUPS



## SAMPLE DESIGN AND RELIABILITY OF THE DATA

I. Sample Design

Data on inventories in this report were derived from the 1964 Annual Retail Trade Survey, which was based on essentially the same probability sample used to produce national monthly estimates of retail sales published in the Monthly Retail Trade Report. A detailed description of this sample, and of the subsample used to derive monthly accounts receivable data, are shown in the Monthly Retail Sales Report. Statistics on annual sales and end-of-year accounts receivables shown in this report were derived from the Monthly Retail Trade Survey. The accounts receivable data were based on a subsample of the probability sample used to produce monthly sales estimates.

The sample design permits publication of sales data for geographic areas, selected States, and selected standard metropolitan statistical areas. For purposes of developing these estimates, Group II organizations, i.e., firms with 11 or more retail stores as reported in the 1958 Census of Business, are requested to report separately for a sample of their establishments or by county.

The 1964 annual sample consists of the following components:

A. Group II Firms--Organizations which operated 11 or more retail stores in 1958. All of these organizations are included in the sample and generally provided one report for all their retail stores. For those Group II firms with retail stores in more than one kind of business, the reported figures were prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

B. Group I Stores--Stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business. Stores selected for this portion of the sample are located within 243 Census Sample Areas<sup>1</sup>. These Census Sample Areas generally consist of combinations of two or three counties and were chosen randomly (with known probability of selection), one from each of 243 primary strata. Within these 243 Census Sample Areas, the Group I sample consists of:

1. "Large" stores: All stores located anywhere in the Census sample areas which meet certain annual sales criteria. This "large" store panel has been supplemented for certain GAF (general merchandise, apparel, furniture and appliance) stores in the 20 largest standard metropolitan statistical areas.

2. "Special" area segment stores: Stores other than "large" stores described above located in a

<sup>1</sup> Group I stores with sales of \$5 million or more in 1954 are an exception, such establishments being included in the sample, regardless of location.

subsample of land segments (selected with known probability) within the Census Sample Areas and qualifying on the basis that their sales exceeded certain criteria which were lower than those designated for the "large" stores.

3. "Small" stores: All remaining stores located in the subsample of land segments within the Census Sample Areas mentioned above. These land segments are divided into 12 panels so that, in general, "small" stores in a different group of land segments are personally enumerated each month of the year for purposes of the monthly report. The stores located in three of these panels (November, December, and January panels) were included in the annual survey.

APPROXIMATE NUMBER OF RETAIL STORES IN THE  
1964 ANNUAL RETAIL TRADE SAMPLE

Total	Group II stores	Group I stores		
		"Large" stores	"Special" area segment stores	"Small" stores
134,900	102,500	5,600	4,600	22,200

II. Reliability of the Data

Because the estimates obtained are based on a sample, exact agreement is not expected with the results that would be obtained from a complete Census of retail stores in which the same enumeration procedure is used. However, because every retail store in the United States has had a chance of being selected for the sample, and because the probability of selection for each store in the sample is known, it is possible to approximate the sampling variability of the estimates made from the sample.

Approximate measures of the differences which may exist because of sampling for the estimates are shown in tables 14 to 20. Measures of sampling variability for sales-inventory ratios of retail stores have not been computed, but, in general, are expected to be less than those for merchandise inventory dollar volume estimates. The sampling variabilities of the 1963-1964 comparisons would tend to be somewhat higher than those shown in table 14, because of a redesign of the sample areas effective the early part of 1964.

The measures of sampling variability shown are at the one sigma level. At this level, the chances are two out of three that the amounts estimated in this survey would differ from the results of a complete Census using the same enumeration procedure, by less than the percentage shown. Although certain data not expressly shown in this publication may be derived by subtraction, it should be pointed out they are subject to higher sampling variabilities and should not be used in making comparisons.

Measures of sampling variability shown in this report do not include biases which might arise from differences of response or nonreporting. Nonresponse amounted to about 2 percent for inventories, 6 percent for sales, and 11 percent for accounts receivable.

Table 14.--SAMPLING VARIABILITY FOR SALES ESTIMATES AND FOR MERCHANDISE INVENTORY ESTIMATES OF ALL RETAIL STORES

Kind of business	Sampling variability (percent)			Kind of business	Sampling variability (percent)		
	Sales	Merchandise inventory			Sales	Merchandise inventory	
	Dollar volume estimate	Dollar volume estimate	Year-to-year change		Dollar volume estimate	Dollar volume estimate	Year-to-year change
United States, total.....	1	1	1	Furniture and appliance group.....	3	4	2
Durable-goods stores, total.....	2	2	1	Furniture, home furnishings stores.....	3	4	3
Nondurable-goods stores, total.....	1	1	1	Furniture stores.....	4	5	3
Food group.....	1	2	(NA)	Household appliance, TV, radio stores.....	5	6	4
Grocery stores.....	1	2	(NA)	Household appliance dealers.....	6	7	4
Meat markets.....	6	(NA)	(NA)	Lumber, building, hardware, farm equipment group.....	4	3	2
Bakery products stores.....	6	(NA)	(NA)	Lumber yards, building materials dealers..	4	4	3
Eating and drinking places.....	2	4	3	Lumber yards.....	5	4	(NA)
Eating places.....	3	(NA)	(NA)	Hardware stores.....	5	5	2
Restaurants, cafeterias, lunchrooms.....	3	(NA)	(NA)	Farm equipment.....	(NA)	8	4
Drinking places.....	3	(NA)	(NA)	Automotive group.....	3	3	2
General merchandise group.....	1	2	1	Passenger cars, other automotive dealers..	3	(NA)	(NA)
Department stores, dry goods, general merchandise stores.....	2	2	1	Passenger car dealers.....	3	3	2
Department stores.....	2	2	1	Passenger car dealers (franchised)....	3	4	(NA)
Variety stores.....	2	3	2	Tire, battery, accessory dealers.....	6	5	3
Mail order houses (department store misc.)..	(1)	(1)	(1)	Gasoline service stations.....	2	3	2
Apparel group.....	3	4	2	Other retail stores.....	(NA)	2	2
Men's, boys' wear stores.....	5	6	4	Drug and proprietary stores.....	3	4	2
Men's, boys' clothing, furnishings stores	5	(NA)	(NA)	Drug stores.....	3	(NA)	(NA)
Women's apparel, accessory stores.....	3	(NA)	(NA)	Liquor stores.....	4	5	2
Women's ready-to-wear stores.....	4	4	2	Jewelry stores.....	(NA)	6	3
Family clothing stores.....	10	(NA)	(NA)				
Shoe stores.....	4	5	2				

Note: Estimates of the sampling variability of the 1964 sales and inventory data are not available. The estimates of the sampling variabilities shown above for sales were derived from sales statistics for the months of January through May 1960, while those for inventory were derived from the 1959 merchandise inventory estimates. The sampling variabilities of the 1963-1964 comparisons would tend to be somewhat higher than those shown in the table above, because of a redesign of the sample areas effective the early part of 1964.

Corresponding estimates of sampling variability are not available for kinds of business not shown above. In general, they tend to be higher than the sampling variability in the table above for the broader kinds of business in which they are included.

NA Not available.

<sup>1</sup> The sampling variability is very low because a large part of the estimate is accounted for by Group II firms which are included on a certainty rather than a sample basis and is therefore not subject to sampling variability.

Table 15.--ESTIMATED RANGES OF SAMPLING VARIABILITY OF ALL RETAIL STORES IN THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KINDS OF BUSINESS

Kind of business	Dollar volume estimates				
	United States	Northeast	North Central	South	West
All kinds of business, total.....	A	A	A	A	A
Durable-goods stores, total.....	A	B	A	B	B
Nondurable-goods stores, total.....	A	A	A	A	A
Food group.....	A	A	A	A	B
Grocery stores.....	A	A	A	B	B
Eating and drinking places.....	A	B	B	B	B
GAF, total.....	A	A	A	A	B
General merchandise group.....	A	A	A	A	B
Department stores.....	A	B	A	B	C
Apparel group.....	A	B	B	B	B
Furniture and appliance group.....	A	C	B	B	C
Lumber, building, hardware, farm equipment group.....	B	C	B	B	C
Automotive group.....	A	C	B	B	C
Gasoline service stations.....	A	B	B	B	C
Drug and proprietary stores.....	A	B	B	B	C

Symbols used for the estimated sampling variability ranges, tables 15 and 16:

A = 0 to 3.5 percent

B = 3.6 to 7.0 percent

C = 7.1 to 10.5 percent

Table 16.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS AND STANDARD CONSOLIDATED AREAS

Area	Dollar volume sales estimates	
	Total	GAF
Standard Consolidated Areas		
Chicago, Ill.-Northwestern Indiana.....	B	B
New York-Northeastern New Jersey.....	B	B
Standard Metropolitan Statistical Areas		
Chicago, Ill.....	B	B
Detroit, Mich.....	B	B
Los Angeles-Long Beach, Calif.....	B	B
New York, N.Y.....	B	B
Philadelphia, Pa.-N.J.....	B	B



Table 17.—ESTIMATED RANGE OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS BY KINDS OF BUSINESS

Kind of business	Dollar volume sales estimates								
	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	(1)	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	(NA)	A	B	(NA)	C	B	C	B
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	B	A	A	B	A	B	B	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	C	C

Symbols used for the estimated sampling variability ranges, tables 17 and 18:

NA Not available.

A = 0 to 3.5 percent  
 B = 3.6 to 7.0 percent  
 C = 7.1 to 10.5 percent  
 1 More than 10.5 percent.

Table 18.—ESTIMATED RANGE OF SAMPLING VARIABILITY OF ALL RETAIL STORES FOR SPECIFIED LARGE STATES

State	Dollar volume sales estimates	State	Dollar volume sales estimates
California.....	B	New Jersey.....	B
Florida.....	B	New York.....	B
Illinois.....	B	North Carolina.....	B
Indiana.....	B	Ohio.....	B
Massachusetts.....	B	Pennsylvania.....	B
Michigan.....	B	Texas.....	B
Minnesota.....	B	Wisconsin.....	B
Missouri.....	B		

Table 19.—SAMPLING VARIABILITY FOR ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES

Kind of business	Sampling variability of dollar volume estimates (percent)						Kind of business	Sampling variability of dollar volume estimates (percent)					
	All stores			Group II stores <sup>1</sup>				All stores			Group II stores <sup>1</sup>		
	Total	Charge accounts	Install- ments	Total	Charge accounts	Install- ments		Total	Charge accounts	Install- ments	Total	Charge accounts	Install- ments
All kinds of business, total.....	1	2	2	(2)	1	(2)	Furniture and appliance grp..	3	5	4	1	3	1
Durable-goods stores, total.....	2	2	3	1	3	1	Furniture, home furnish- ings stores.....	4	6	5	(NA)	(NA)	(NA)
Nondurable-goods stores, total.....	2	2	2	(2)	1	(2)	Furniture stores.....	4	(NA)	(NA)	(NA)	(NA)	(NA)
Food group.....	4	4	(NA)	(NA)	(NA)	(NA)	Household appliances, TV, radio stores.....	5	(NA)	6	(NA)	(NA)	(NA)
Grocery stores.....	4	(NA)	(NA)	(NA)	(NA)	(NA)	Household appliance dlr.s.	5	(NA)	(NA)	(NA)	(NA)	(NA)
Eating and drinking places.....	11	(NA)	(NA)	(NA)	(NA)	(NA)	Lumber, building, hardware, farm equipment group.....	3	4	9	(NA)	(NA)	(NA)
General merchandise group.....	2	4	2	(2)	1	(2)	Lumber yards, building materials dealers.....	4	4	(NA)	(NA)	(NA)	(NA)
Department stores and dry goods, general merchandise stores.....	2	4	2	(2)	1	(2)	Lumber yards.....	5	5	(NA)	(NA)	(NA)	(NA)
Department stores.....	2	5	2	(2)	(2)	(2)	Automotive group.....	4	5	6	(NA)	(NA)	(NA)
Mail order (dept.store mdse.).....	(2)	(NA)	(NA)	(NA)	(NA)	(NA)	Passenger car dealers.....	5	(NA)	(NA)	(NA)	(NA)	(NA)
Apparel group.....	5	6	7	2	4	2	Passenger car dealers (franchised).....	5	5	(NA)	(NA)	(NA)	(NA)
Women's ready-to-wear stores.....	7	(NA)	(NA)	(NA)	(NA)	(NA)	Tire, battery, accessory dealers.....	7	(NA)	4	1	(NA)	(NA)
							Gasoline service stations.....	4	5	(NA)	(NA)	(NA)	(NA)
							Other retail stores.....	4	(NA)	(NA)	(NA)	(NA)	(NA)

Note: These are median figures based on the ranges of sampling error of the accounts receivable estimates published in the Monthly Retail Trade Report for May and December 1959 and January through March 1960. NA Not available.

<sup>1</sup> A portion of the Group II stores accounts receivable estimate is based on a sample and is therefore subject to sampling variability.

<sup>2</sup> Sampling variability is less than 0.5 percent.

<sup>3</sup> Sampling variability is less than 0.1 percent. See footnote <sup>1</sup> table 14.

Table 20.—SAMPLING VARIABILITY FOR MERCHANDISE INVENTORY ESTIMATES OF ORGANIZATIONS OPERATING 4 OR MORE RETAIL STORES

Kind of business	Sampling variability (percent)
All kinds of business, total.....	1
Food group.....	2
Grocery stores.....	2
General merchandise group.....	1
Department stores and dry goods, general merchandise stores.....	1
Department stores.....	2

Note: Sampling variability of the 1964 merchandise inventory data are not available. The estimates of the sampling variabilities shown above, which are those derived from the 1959 merchandise inventory statistics, are believed to be suitable approximations of the sampling variabilities of the 1964 statistics.

## EXPLANATION OF TERMS

Retail trade

Includes those establishments primarily engaged in selling merchandise for personal, household, or farm consumption.

Some of the important characteristics of retail trade establishments, as defined for this survey, are: The establishment is a recognizable place of business and is engaged in activities to attract the general public to buy; the establishment buys or receives merchandise as well as sells; the establishment may render services or may engage in processing incidental or subordinate to selling. Not all of these characteristics need be present, and some are modified by trade practice. Excluded from retail trade are peddlers and itinerant vendors without an established place of business. Also excluded are places of business operated by institutions and open only to their own members or personnel, such as school cafeterias, cafeterias operated by industrial plants for their employees, and establishments operated by agencies of the Federal Government on Military posts, at hospitals, etc. However, liquor stores operated by States, counties, and municipalities are included.

Retail stores

Separate places of business primarily engaged in selling merchandise at retail, including separate departments in such stores leased to others.

In addition to those kinds of business readily recognizable as retail stores, such as grocery stores and drug stores, the term retail stores also includes eating and drinking places, gasoline service stations, lumber yards, coal yards, mail-order houses, establishments from which direct selling (house-to-house) is conducted, and establishments which sell merchandise through coin-operated vending machines. Stores with annual sales less than \$500 during the year were excluded from the tabulations for this report.

Sales

Total receipts from customers during the year after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Merchandise inventories

Stocks of goods (valued at cost) held for sale through retail stores. Merchandise inventories of organizations operating 11 or more retail stores are shown for stores and combined for stores and warehouses. Included are only those warehouses which maintain a supply of merchandise primarily intended for distribution to retail stores within the organization.

Merchandise inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale. Inventories were reported as of the close of the calendar years, except for some businesses which used a fiscal year rather than the calendar year for accounting purposes. About 21 percent of the retail store inventory total refers to a fiscal-year end other than December 31, but this varied by kind of business (varying from about 43 percent for stores in the food group to about 6 percent for the automotive group). Inventory data for a date other than December 31, 1964, have been accepted and included in the tabulations without adjustment.

Sales-inventory ratio

The relationship of annual sales to December 31 inventories, derived by dividing annual sales by the cost value of year-end inventories.

This sales-inventory ratio, shown in tables 8 and 9, is based on data for only those stores in operation throughout the full year who reported both sales and inventory, except for the ratios for organizations with 11 or more retail stores which are derived from annual sales figures containing sales of some stores not in operation the full year and end-of-year inventories of stores that began operating during 1964. Ratios for organizations with 11 or more stores are based on store inventories only and do not include warehouse inventories.

For some kinds of business, a slightly different sales-inventory ratio can be obtained by dividing the sales estimate in table 1 or 2 by the corresponding inventory estimate in table 8 or 9. For example, the all-store sales-inventory ratio for furniture stores would be 5.7 ( $6198 \div 1084$ ) compared with 5.5 for the published ratio in table 8. The ratio obtained under this procedure is based on data for all stores, including those that began or ceased operation in 1964, and it also includes estimates for nonreporters.

Accounts receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the year. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding on accounts which were scheduled to be paid in two or more payments, regardless of the name of the plan, such as "budget," "revolving credit," "coupon" plans, etc.

ANNUAL RETAIL TRADE SURVEY KIND-OF-BUSINESS CLASSIFICATION AND CORRESPONDING  
STANDARD INDUSTRIAL CLASSIFICATION (SIC) CODES

Annual retail trade survey kind-of-business classification	Corresponding 1957 SIC code <sup>1</sup>	Annual retail trade survey kind-of-business classification	Corresponding 1957 SIC code <sup>1</sup>
Food group.....	54	Lumber, building, hardware, farm equipment group.....	52
Grocery stores.....	541, excl. delicatessens	Lumber yards, building materials dealers.....	521, 522, 523, 524
Eating and drinking places....	58	Lumber yards.....	5211
General merchandise group.....	53 (See note below.)	Hardware stores.....	5251
Department stores and dry goods, general mdse. stores	531 and 5399	Farm equipment dealers.....	5252
Department stores.....	531	Automotive group.....	55, excl. 554 (gasoline service stations)
Variety stores.....	533	Passenger car dealers.....	551 and 552
Mail order (department store merchandise).....	5321	Passenger car dealers (franchised).....	551
Apparel group.....	56	Tire, battery, accessory dealers.....	553
Men's, boys' clothing and furnishings stores.....	561	Gasoline service stations....	554
Women's ready-to-wear stores	562		
Shoe stores.....	566		
Furniture and appliance group.	57, excl. 5733 (music stores) but including 5932 (antique stores)	Other retail stores.....	59, excluding 5932 (antique stores) but including 5733 (music stores)
Furniture, home furnishings stores.....	571	Drug and proprietary stores	591
Furniture stores.....	5712	Liquor stores.....	592 and part of 92 and 93 (liquor stores operated by State and local governments)
Household appliance, TV, radio stores.....	572 and 5732	Jewelry stores.....	597
Household app. dealers....	572		

Noté: In the Standard Industrial Classification Manual, nonstore establishments, such as mail order houses, merchandise vending machine operators, and direct selling (house-to-house) organizations are all included in the general merchandise group. In the Annual Retail Trade Survey, such establishments are classified with store-type establishments on the basis of the commodities sold. On this basis, mail order houses (department-store merchandise) are included in the general merchandise group, but other nonstore establishments are classified in other kind-of-business groups in the Annual Retail Trade Survey.

<sup>1</sup> As amended by the 1963 supplement.

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD  
METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA:  
Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN  
STATISTICAL AREA: Lake and Porter counties, Indiana

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N.Y. STANDARD METROPOLITAN STATISTICAL AREA:  
New York City and Nassau, Rockland, Suffolk, and  
Westchester counties, N.Y.

NEW YORK-NORTHEASTERN NEW JERSEY--Continued

JERSEY CITY, N.J. STANDARD METROPOLITAN STATISTICAL AREA:  
Hudson County, N.J.

NEWARK, N.J. STANDARD METROPOLITAN STATISTICAL AREA:  
Essex, Morris, and Union counties, N.J.

PATERSON-CLIFTON-PASSAIC, N.J. STANDARD METROPOLITAN  
STATISTICAL AREA: Bergen and Passaic counties, N.J.

Middlesex and Somerset counties, N.J.

Selected Standard Metropolitan Statistical Areas

Chicago, Ill.: Cook, DuPage, Kane, Lake, McHenry and  
Will Counties, Ill.

Detroit, Mich.: Macomb, Oakland, and Wayne Counties, Mich.

\*Los Angeles-Long Beach, Calif.: Los Angeles and Orange  
Counties, Calif.

New York, N.Y.: New York City and Nassau, Rockland,  
Suffolk, and Westchester Counties, N.Y.

Philadelphia, Pa.-N.J.: Bucks, Chester, Delaware,  
Montgomery, and Philadelphia Counties, Pa.; Burlington,  
Camden, and Gloucester Counties, N.J.

Note: The standard metropolitan statistical area designated by an asterisk (\*) does not conform to the most recent Bureau of the Budget definition of the area but corresponds instead to the previous definition.

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GEOGRAPHIC REGIONS AND DIVISIONS			
NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut  <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin  <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida  <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi  <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada  <u>Pacific Division</u> Washington Oregon California Alaska Hawaii